Ordinance 250580

Chapter 88 Text Amendment

Digital Monument Signs

July 22, 2025

Prepared for

Neighborhood Planning and Development

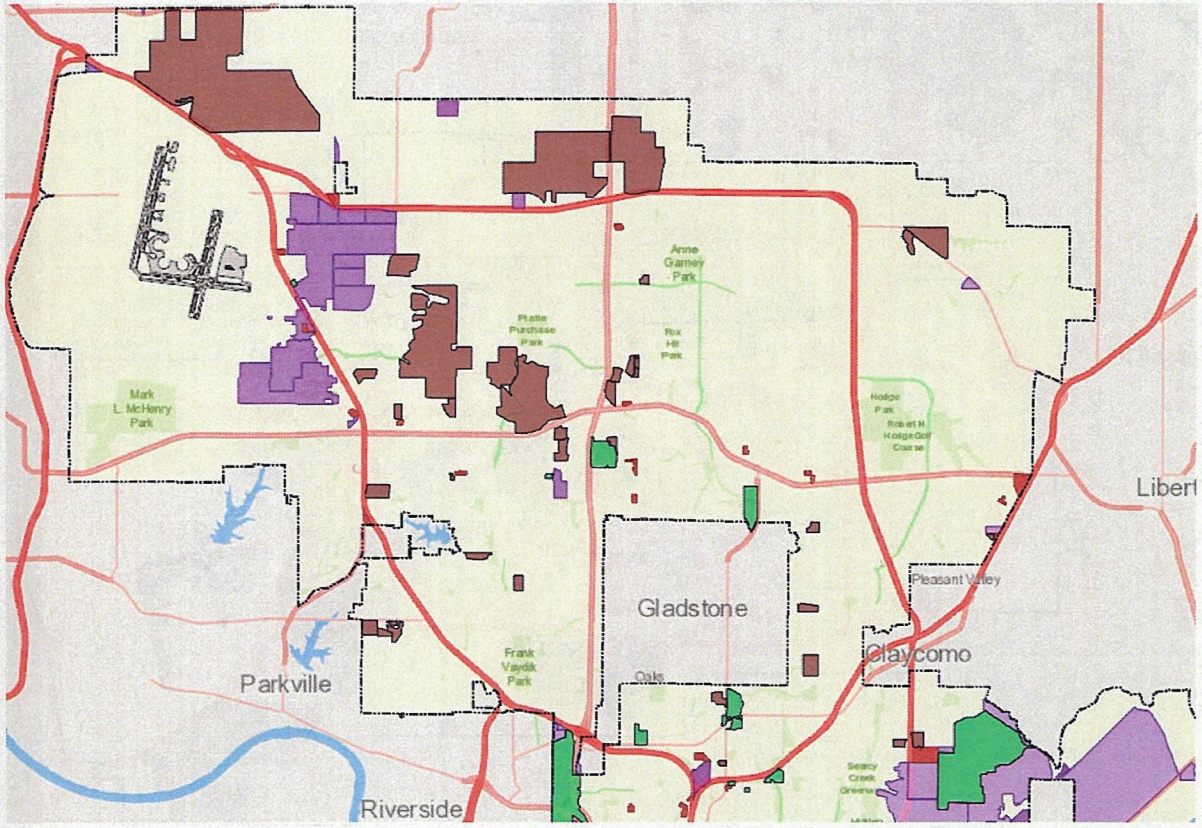
Sign Type (specific use or location)	Max. Number	Max. Area (sq. feet)	Setback (feet)	Max. Height (feet)	Illumination	Additional Requirements
Monument Signs						
Development district	2 per entrance; 1 per frontage without entrance	75	10	8	internal or external	88-445-08-A
Individual buildings on parcels of min. 100 feet frontage	1 per street frontage	30	10	6	internal or external	88-445-08-A
Individual buildings on parcels of min. 200 feet frontage	1 per street frontage	50	10	6	internal or external	88-445-08-A
Menu boards for a drive-through or drive-in use	2 per drive-through lane and 1 per drive-in stall	30	10	8	internal or external	88-445-08-A

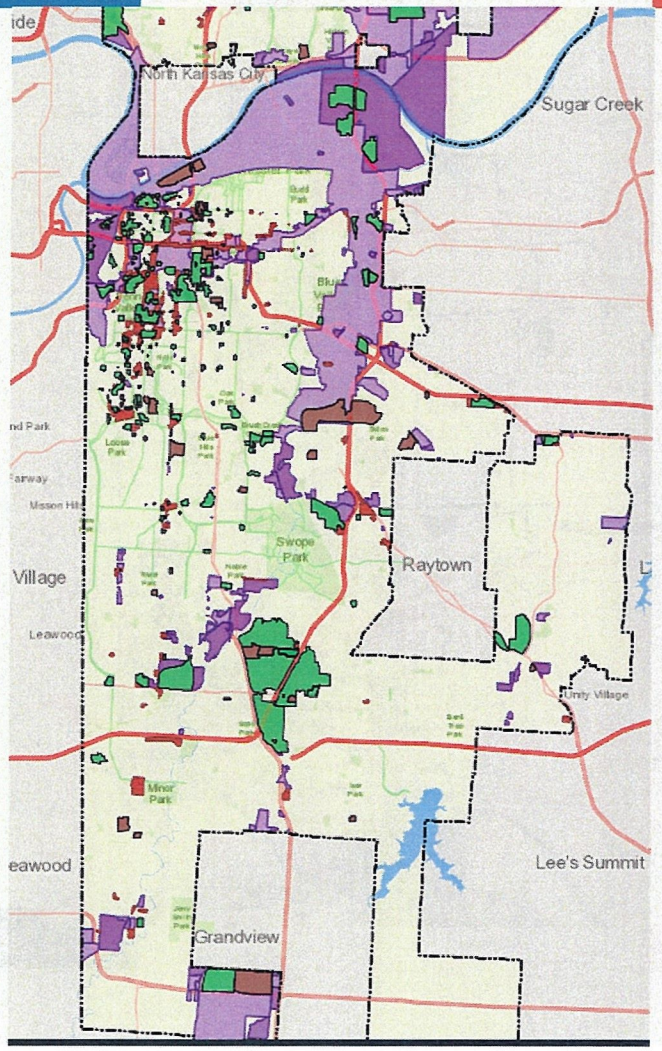
88-445-08.A. MONUMENT SIGNS

1. All monument signs must be set back a minimum of 10 feet from the property line.
2. All monument signs must be set upon a solid base of material and design compatible with that of the development. The width of the base must be a minimum of 75 percent of the width of the widest part of the sign.
3. Electronic, digital, or motorized monument signs are permitted in Districts B4, UR, D, and M, provided that the message or image does not change more than once every hour, and provided that the sign complies with the following requirements:
   (1) There may be no effects of movement, flashing, scintillation, or similar effects;
   (2) Changes of image must be instantaneous as seen by the human eye and may not use fading, rolling, window shading, dissolving, or similar effects as part of the change;
   (3) Electronic and digital signs must use automatic level controls to reduce light levels at night and under cloudy and other darkened conditions, in accordance with the standards set forth in this sub-section. All electronic and digital signs must have installed ambient light monitors, and must at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions. Maximum brightness levels for electronic and digital signs may not exceed 5000 nits when measured from the signs face at its maximum brightness, during daylight hours, and 500 nits when measured from the signs face at its maximum brightness between sunset and sunrise, as those times are determined by the National Weather Service.
   (4) The sign must be located at least 250 feet from any residentially zoned and occupied property, and must be located on a major thoroughfare.
4. Monument signs used to identify a development district must be located on a major thoroughfare.

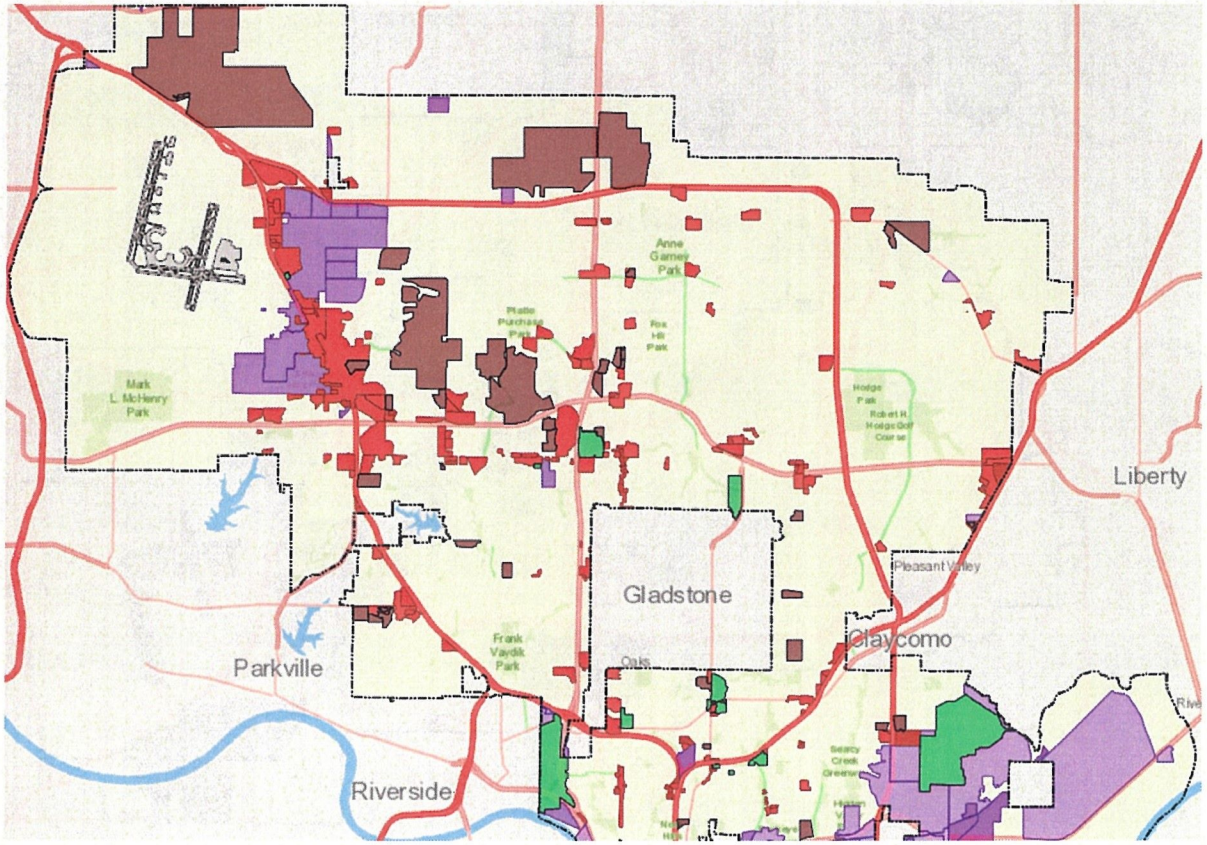
Proposed Changes:

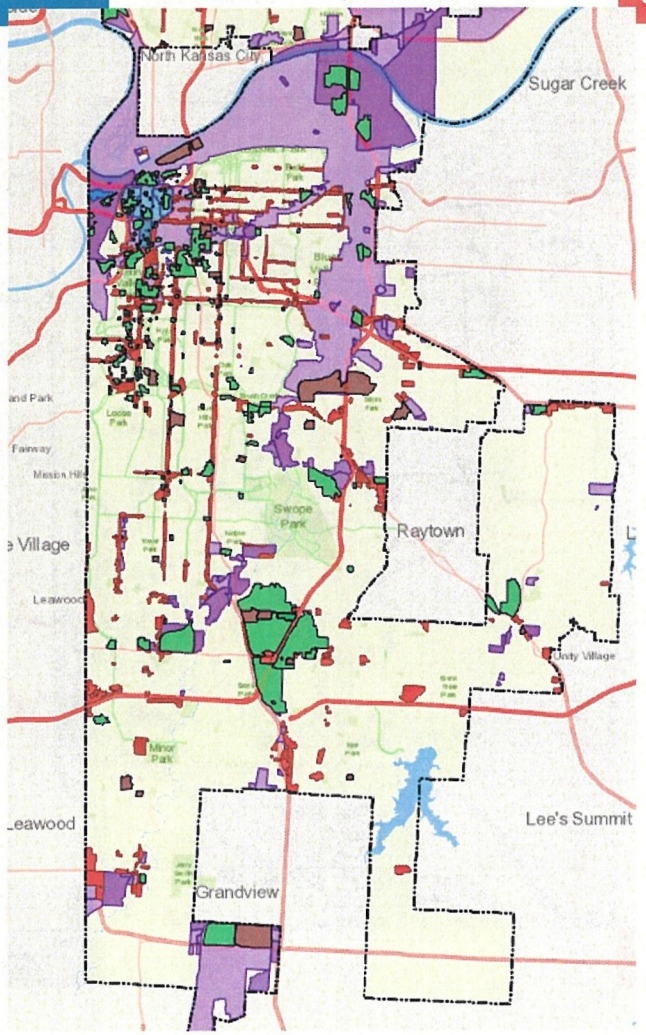
- Special use permit for digital signs in Districts O and B1. Permitted by-right in Districts B2, B3, B4, UR, D, and M, subject to applicable standards.
- Visual effects prohibited.
- No animation or movement between transitions.
- Automatic brightness control required. Maximum spillover light cannot exceed 0.5 footcandle.
- Digital signs shall not face any residential use and require a landscape plan to ensure adequate screening.
- Digital menu board signs shall not face a public street.





Zoning Districts where digital signs are currently permitted (UR, MPD, B4, D, M)





Zoning Districts where digital signs will permitted by-right (UR, MPD, B2, B3, B4, D, M)

KANSAS CITY
MISSOURI

City Planning and Development

Static Menu Board Sign - Andy's Frozen Custard at Wornall Rd & W 79th St

Proposed Definition:

88-810-1745 – SIGN, MENU BOARD

A monument or wall-mounted sign associated with a drive-through facility. Also known as an electronic messaging center.

CPC Discussion:

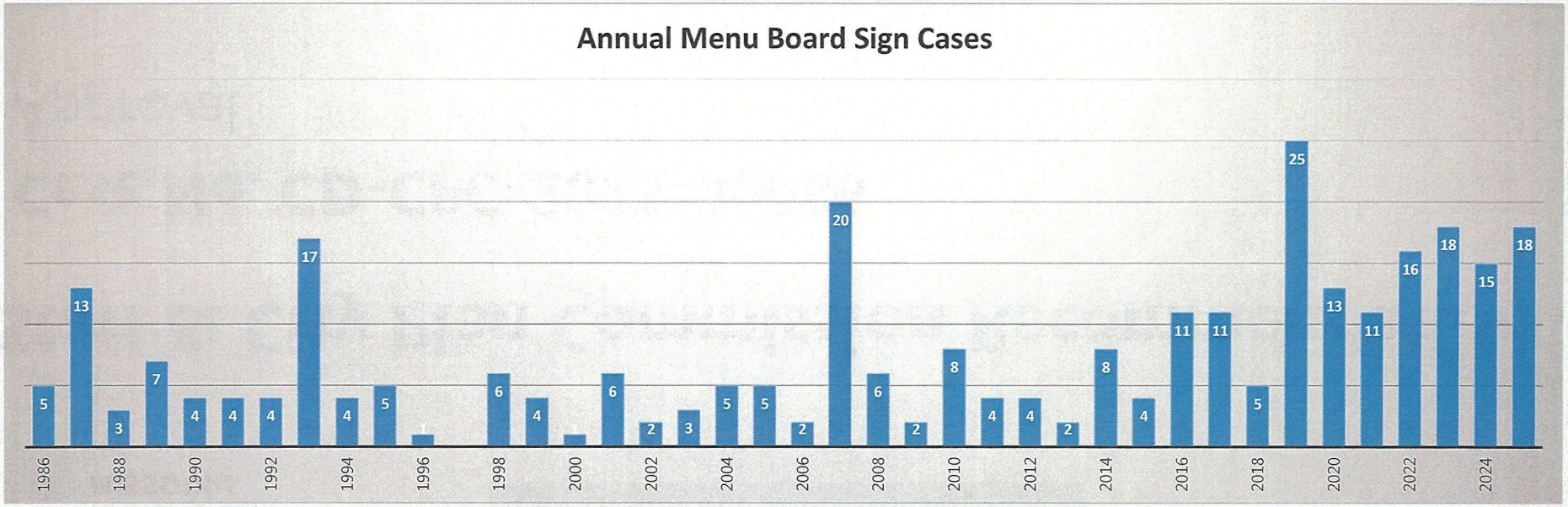
- Both CPC and public testimony oppose allowing digital monument signs, only support digital menu board signs.
- Discussion about adding a definition for menu board sign.
- Asked staff to put all edits under 88-445-08.A.5 only related to menu board signs.
- Staff made the requested revisions and sent to Law Dept for review.
  - That draft is not in front of this committee today.

88-445-01-B. SIGNS EXEMPT FROM REGULATION

The following signs are exempt from regulation under this chapter:

1. any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance, or by order of a court of competent jurisdiction;
2. any sign not visible from a right-of-way or from any property other than the property on which it is located;
3. traffic control signs on private property, such as Stop, Yield, and similar signs, the faces of which meet standards set forth in the Manual on Uniform Traffic Control Devices and which contain no commercial message of any sort; and
4. numbers, letters and symbols or other configurations not representing a commercial message which are etched as metal or masonry cornerstone plates or imbedded into the facade of any building or other structure.

Over 300 menu board permits since 1986



Staff & City Plan Commission Recommendation

Case No. CD-CPC-2025-00086

Approval